

PATENT
Docket No. RSW9-99-148

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3623

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS:

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Stephen Zeller
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EXAMINER: R. Bachner

GROUP ART UNIT: 3623

APPLICATION NO. 09/507,004 ✓

FILED: February 22, 1999

TITLE: METHOD AND SYSTEM FOR RESEARCHING PRODUCT
DYNAMICS IN MARKET BASKETS IN CONJUNCTION
WITH AGGREGATE MARKET BASKET PROPERTIES

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited as first class mail, postage prepaid, in an envelope addressed to: The Commissioner for Patents, Washington, D.C. 20231, on August 7, 2002.

Date 8-7-02

Lynn M. White
Lynn M. White

Commissioner for Patents
Washington, DC 20231

REPLY UNDER 37 C.F.R. §1.111 TO
EXAMINER'S ACTION MAILED MAY 8, 2002

RECEIVED
AUG 14 2002
GROUP 3600

Sir:

This is in response to the Office Action mailed May 8, 2002, having a period for response set to expire on August 8, 2002. The following amendments and remarks are respectfully submitted.

In the Claims

New claims 6-15 have been added.

A1

--6. A computer program product recorded on computer readable medium for processing market research data including aggregate sales data concerning items grouped in a plurality of market baskets and sold during retail sales transactions of a retailer, comprising:
computer readable means for receiving analysis parameters from said retailer for use in analyzing said market research data;
computer readable means for receiving said aggregate sales data;